



Beyond Traditional Media

Tell Your Community to "Get Ready"

Providing information and education through your local media is an effective way to raise awareness and generate participation in *Ready Georgia*. But your efforts don't need to stop there. Successful social marketing campaigns – that is, campaigns that use traditional marketing to change behavior – are most effective when they reach people in multiple ways. Communications opportunities are everywhere today, including:

Speakers Bureaus

Reach your audience directly by soliciting speaking engagements at local business and civic organizations, school PTAs and local government councils. By speaking to these groups in a more intimate setting, you can reinforce the messages they are hearing through the media, answer questions and engage them by going deeper into the ways their specific constituencies can get involved.

Community Events

Like speakers bureaus, community events let representatives of your organization speak to people on an individual level and drive home the need for individual action. Reach out to community festivals, health and environmental fairs, large corporate and office park fairs, walk-a-thons, races and parades. Set up a table, reserve Rex, the *ReadyKids* mascot, and get out into the community to talk about the *Ready Georgia* initiative.

Social Media

Facebook, Twitter, blogs, podcasts, online message boards. Do social media buzzwords leave you confused? Many of these tools are easy to use, even for an Internet novice. One of the easiest things to do is to become a fan of *Ready Georgia* on Facebook at www.facebook.com/ReadyGA and talk to others about steps you've taken to prepare. Also check your local media outlets for blogs that you can post to – find local bloggers talking about community issues online and compose your comments to inform and engage the community. By engaging people directly in the issue, you can create a community of disaster preparedness advocates to spread the word for you!

Buzz Marketing

Stage an activity or event that gets people talking. Print out flyers from *Ready Georgia*'s toolkit and pass them out at local malls, your child's school or volunteer organization meetings. Get a group together and have them hand local residents flashlights, water bottles or other items appropriate for a Ready kit as they head into work or sit at traffic lights. Get a local celebrity to appear with Rex, the *ReadyKids* mascot, creating Ready kits in a well-traveled area. Anything that you can do that draws attention to the issue and provokes water-cooler talk will generate buzz and help spread the word about the *Ready Georgia*.